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PTO/SB/08a/b (08-03)

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Substitute for form 1449A/B/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete if Known

Application Number	10/774,957-Conf. #8773
Filing Date	February 9, 2004
First Named Inventor	Gerald McRobbie
Art Unit	3728
Examiner Name	S. T. N. Luong
Attorney Docket Number	418198002US

Sheet	1	of	2
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U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
SL	AA**	US-4,589,569	05-20-1986	JACK D. CLEMENTS	
	AB**	US-4,767,019	08-30-1988	HORNER	
	AC**	US-5,022,526	06-11-1991	CRUM	
	AD**	US-5,205,473	04-27-1993	DAVID W. COFFIN	
	AE**	US-5,425,497	06-20-1995	JAY SORENSEN	
	AF**	US-5,820,016	10-13-1998	STROPKAY	
	AG**	US-5,927,502	07-27-1999	ANTHONY L. HUNTER	
	AH**	US-6,070,752	06-06-2000	JOHN NAVA	
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	AL**	US-6,374,726	04-23-2002	BRUCE MELTON	
	AM**	US-6,561,376	03-07-2002	ERIC PRICE	
	AN**	US-6,578,303	08-16-2001	ERIC RICHARDS	
	AO**	US-D413,631	09-07-1999	HENDLER, ET AL.	

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Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				

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NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	CA**	PRENTICE, K., "Your jive on a cuppa joe: Hands-on experience with coffee sleeve messages," Media Life, April 21, 2003, 4 pp., BriteVision Media, britevision.com/press/articles/0011.html	
	CB**	WELLES, E., "Fighting Off Starbucks: How inventor Jay Sorenson defended his idea from the java giant," Fortune Small Business, October 26, 2001, 6 pp., fortune.com/fortune/smallbusiness/articles/0,15114,359080,00.html	
	CC**	"CDs in soft drink cup caps," CNN.com, July 1, 2003, 2 pp., cnn.com/2003/TECH/ptech/07/01/	

Examiner Signature	/Shian Luong/ (05/26/2006)	Date Considered	
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Substitute for form 1449A/B/PTO				Complete if Known	
				Application Number	10/774,957-Conf. #8773
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Filing Date	February 9, 2004
				First Named Inventor	Gerald McRobbie
				Art Unit	3728
				Examiner Name	S. T. N. Luong
Sheet	2	of	2	Attorney Docket Number	418198002US

		music.marketing.ap/index.html	
	CD**	"Hand Delivering Your Message to the Most Qualified Consumers," BriteVision Media Coffee Sleeve and Café Marketing. (date unknown), 15 pp., www.britevision.com, San Francisco, California.	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature		Date Considered	
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				Application Number	10/774,957-Conf. #8773
Filing Date		February 9, 2004			
First Named Inventor		Gerald McRobbie			
Art Unit		3727			
Examiner Name		Not Yet Assigned			
Sheet	1	of	1	Attorney Docket Number	418198002US

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		Number-Kind Code ² (if known)			
SL ↓	AA	US-5,746,312	05-05-1998	JIMMIE L. JOHNSON	
	AB	US-5,778,818	07-14-1998	FORREST A. MARSHALL	
	AC	US-5,897,019	04-27-1999	SCOTT STROPKAY	
	AD	US-5,958,536	09-28-1999	TIMOTHY L. GELSINGER	
	AE	US-6,158,155	12-12-2000	DAVID HUNTER BONEY	
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Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.		T ²
—	CA	International Search Report mailed November 23, 2004, PCT Application No. PCT/US04/09060 - corresponding to the present application.		
—	CB	Written Opinion mailed November 23, 2004, PCT Application No. PCT/US04/09060 - corresponding to the present application.		

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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